

WHAT IS CLAIMED IS:

1. A system for tracking an authenticated item comprising:
 - an authentication device affixed to the item;
 - 5 an item registration system receiving authentication device data from the authentication device and associated item data and storing the authentication device data and the associated item data; and
 - an owner registration system receiving owner
 - 10 registration data after a buyer has acquired the item; and
 - a buyer verification system receiving the authentication device data, the associated item data and the owner registration data and storing buyer verified data if the associated item data correlates to the owner registration
 - 15 data.
2. The system of claim 1 wherein the authentication device comprises:
 - a radio frequency identification tag having a unique
 - 20 identifier;
 - a metallic tag having a hologram etched upon a surface; and
 - a peel-away adhesive layer affixed to the radio frequency identification tag and the metallic tag, wherein a
 - 25 portion of the peel-away adhesive layer remains affixed to the item if the authentication device is removed from the item.
3. The system of claim 2 wherein the radio frequency
- 30 identification tag is affixed to the peel-away adhesive layer and is separate from the metallic tag, such that the radio frequency identification tag remains affixed to the item if the authentication device is removed from the item.

4. The system of claim 1 wherein the item registration system further comprises:

an item check-out system receiving item check-out data for the item when it is removed from inventory for use;

5 an item check-in system receiving item check-in data for the item when it is returned to inventory from use; and

an event verification system providing event verification data associated with the item while it was in use.

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5. The system of claim 1 wherein the purchaser verification system further comprises a chain of custody system receiving purchase location data and determining whether chain of custody data exists for the item that ends
15 at the purchase location.

6. The system of claim 1 further comprising an alert system generating an alert to an operator if the associated item data does not correlate to the owner registration data.

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7. The system of claim 1 further comprising an item transfer system receiving purchaser data from an owner and requesting confirmation from a purchaser based on the purchaser data.

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8. The system of claim 1 further comprising a personage verification system receiving personage data and providing item data that corresponds to the personage data.

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9. A method for tracking an authenticated item comprising:

affixing an authentication device to the item;

5 storing authentication device data and item description data;

receiving owner registration data; and

10 generating confirmation data if the owner registration data and the item description data are correlated to the authentication device data.

10. The method of claim 9 further comprising generating alert data if the owner registration data and the item description data are not correlated to the authentication device data.

15 11. The method of claim 9 wherein affixing the authentication device to the item comprises affixing a radio frequency identification tag to the item.

20 12. The method of claim 9 wherein generating confirmation data if the owner registration data and the item description data are correlated to the authentication device data comprises determining whether item description data provided with the owner registration data matches item
25 description data associated with the authentication device data.

13. The method of claim 9 further comprising:

receiving personage data associated with the item; and

30 generating a report that includes the item data based on the personage data.

14. The method of claim 9 further comprising:
receiving item transfer data from a current owner;
receiving transfer confirmation data from a prospective
owner; and
5 storing the prospective owner data as the owner
registration data after receiving the transfer confirmation
data.

15. A system for authenticating an item comprising:
an owner registration system receiving owner
registration data and item data;
an item registration system determining whether the
5 item data matches stored item data;
an event verification system determining whether the
item data matches stored event data; and
wherein the owner registration data is stored as
authenticated owner registration data if the item data
10 matches the stored item data and the stored event
registration data.

16. The system of claim 15 wherein the item
registration system further comprises an item identification
15 system receiving authentication device data from an
authentication device attached to the item and storing the
authentication device data as the item data.

17. The system of claim 15 further comprising an
20 authentication device attached to the item in a manner that
allows the authentication device to be read by an
authentication device reader and that generates an
indication if the authentication device is removed from the
item.

25 18. The system of claim 15 further comprising an owner
flagging system receiving flag data for the item and
generating item transfer data.

30 19. The system of claim 18 further comprising a buyer
identification system receiving buyer identification data
and generating buyer transfer query data.

20. The system of claim 19 further comprising a buyer verification system receiving buyer transfer confirmation data and changing the owner registration data to the buyer
5 identification data.

21. The system of claim 1 further comprising an item appraisal system receiving item appraisal data and associating the item appraisal data with item data.
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22. The system of claim 1 further comprising a tracking personalization system receiving item data and associating the item data with a personalization database.
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